

Message Text

UNCLASSIFIED

PAGE 01 MANILA 05236 060849Z

20

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /015 W

----- 044846

R 060804Z MAY 74

FM AMEMBASSY MANILA

TO USDOC WASHDC

INFO SECSTATE WASHDC 3210

UNCLAS MANILA 5236

E.O. 11652: NA

TAGS: BFOL, RP

SUBJ: WTDR/FTI - KEYSER MERCANTILE CO., INC.

REF: UNCLAS WASHDC 4817

1. PHILIPPINES 2. CNTRY CODE: 565 3. SER NO: NA

4. KEYSER MERCANTILE CO., INC.

4A. CODE: 4B. CODE: A 4C. CODE: X

5. P.O. BOX 3535; 231 AGUADO ST., SAN MIGUEL

6. MANILA, PHILIPPINES

7. ESTBL: 1949 8. EMPL: 25 9. SIZE: (19-X) LARGE

10. REPUTATION (22-X) GOOD 12. RPT DATE: 04/74

13A. 38610/35 WHOLESALE DIST. & IMPT. PHOTOGRAPHIC EQUIPMENT & SUPPLIES

13B. 38615/35 WHOLESALE DIST. BLACK AND WHITE AND COLORED FILMS FOR MOTION PICTURES

13C. 38619/35 WHOLESALE DIST. X-RAY FILMS

13D. 38611/35 WHOLESALE DIST. CAMERAS & ENLARGERS

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13E. 38618/35 WHOLESALE DIST. PHOTOGRAPHIC CHEMICALS

13F. 36520/35 WHOLESALE DIST. CASSETTES AND BULK TAPES

13G. 38615/9 DEVELOPING FILM

14. OFFICER: ANTONIO GOCOLAY TITLE: PRES.-GEN. MGR.

15. CABLE: "KEYMERCO" MANILA 16. TELEX: NA

17. PHONE: 48-79-94, 48-68-52 & 40-13-21

18. FINANCIAL REFERENCES: EQUITABLE BANKING CORPORATION,
MANILA, PHILIPPINES. TRADE REFERENCES: SEE ITEM #19.

19. MAJOR FOREIGN FIRMS REPRESENTED: FUJI PHOTO FILM CO.
LTD., JAPAN, PHOTOGRAPHIC SUPPLIES, EXCLUSIVE AGENCY
ACQUIRED SEVERAL YEARS AGO.

20. OFFICE AND STOCKROOM MAINTAINED IN MANILA. WHOLESALE
DISTRIBUTOR OF PHOTOGRAPHIC EQUIPMENT AND SUPPLIES. ALSO
OFFERS DEVELOPING SERVICES FOR COLORED AND BLACK AND WHITE
PHOTOGRAPHIC FILMS. REQUIREMENTS OBTAINED FROM FIRMS IN
JAPAN. MERCHANDISE MARKETED THROUGH TELEPHONE CONTACTS
AND DIRECT SALES TO CUSTOMERS IN GREATER MANILA AREA.
OFFICER APPEARS COMPETENT AND RELIABLE. FINANCIAL STATE-
MENTS FOR 1973 NOT AVAILABLE. AS OF DECEMBER 31, 1972
TOTAL ASSETS P5.6 MILLION, NET WORTH P3.4 MILLION, SALES
P8.9 MILLION AND NET PROFIT P347 THOUSAND. CREDIT REPUTATION,
SATISFACTORY. RECOMMENDED AS TRADE CONTACT FOR INTERESTED
AMERICAN FIRMS.

SULLIVAN

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Message Attributes

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Disposition Event:
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